

Support the National Effort to Raise Awareness of Prediabetes

*1 in 3 Adults in America have prediabetes and are at risk for serious health consequences
An estimated 37% of adults in Texas have prediabetes*

The American Diabetes Association (ADA), American Medical Association (AMA), and Centers for Disease Control and Prevention (CDC) have recently partnered with the Ad Council on the first national prediabetes awareness campaign. The campaign is designed to help people learn their risk and take steps to reverse the condition. The message is simple but strong: **no one is excused from prediabetes**. The campaign encourages people to take a short online test at DoIHavePrediabetes.org to learn their risk for prediabetes. The website features lifestyle tips and connects visitors to the [CDC-led National Diabetes Prevention Program](http://www.cdc.gov/diabetes/prevention) (<http://www.cdc.gov/diabetes/prevention>).

How You Can Help

Get Social:

- Promote the campaign to your followers (Facebook, Twitter, etc.): encourage them to take the prediabetes risk test and make lifestyle changes to help reverse the condition.
- **Example:** It takes less than one minute to find out if you have prediabetes. Visit DoIHavePrediabetes.org to know where you stand.
- **Link:** Check out all of the social media resources here: [Prediabetes Social Toolkit](http://socialmediakit.adcouncil.org/presskit/prediabetes) (<http://socialmediakit.adcouncil.org/presskit/prediabetes>).

Video PSAs on DoIHavePrediabetes.org



Digital Promotion:

- Show your support for the campaign by linking to DoIHavePrediabetes.org on your webpage.

Engage Employees/Co-workers:

- Include posters and risk test flyers in breakrooms, kitchens/cafeterias, or in other places where employees gather.
- Promote the texting program to employees through email newsletters, including links to Public Service Announcement (PSA) content and the campaign website DoIHavePrediabetes.org.
- Host an office hour where employees can stop by a conference room to learn more about the campaign and take the short risk assessment test on a computer or mobile device.
- Encourage employees to know where they stand by taking the prediabetes risk test through the campaign mobile program. Employees can text **RISKTEST** to **97779** to take the short test over the phone or mobile device.

KNOW WHERE YOU STAND

DoIHavePrediabetes.org

(It'll only take a minute!)

